

Missouri Department of Higher Education (MDHE)
NEW PROGRAM PROPOSAL FORM

SIGNATURE PAGE

Sponsoring Institution(s):	Fontbonne University
Program Title:	Managerial Analytics
Degree/Certificate:	Bachelor of Science
Options:	N/A
Delivery Sites:	Main Campus
CIP Classification (<i>Please provide a CIP Code</i>):	52.0201
Implementation Date:	Fall 2012
Cooperative Partners:	N/A

AUTHORIZATION:

Dr. Greg Taylor, Executive Vice
President

Name/Title of Institutional Officer



Signature

8/6/12

Date

Dr. Laurie A. Rodgers, Director-Institutional Research & Assessment
Person to Contact for More Information

314.719.3661
Telephone

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Fontbonne University: *BS-Managerial Analytics*

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

STUDENT PREPARATION

Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

- In addition to meeting our standard admissions requirements and procedures, prospective students must have completed a minimum of 90 semester hours of undergraduate work from an accredited institution. The prerequisite courses for this program are: Composition I, Composition II, and Macroeconomics.

Characteristics of a specific population to be served, if applicable.

- This degree-completion program is meant to serve the thousands of individuals in St. Louis and across Missouri that have completed more than 90 semester hours of undergraduate coursework, but did not receive a bachelor's degree.

FACULTY CHARACTERISTICS

Any special degree requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

- All adjunct faculty for this program will possess a master's degree or higher from an accredited institution and have experience and expertise in the management field.

Estimated percentage of credit hours that will be assigned to full-time faculty. Please use the term "full-time faculty" (and not FTE) in your descriptions here.

- 0% of credit hours will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation.

- Full-time, full-time affiliate and pro-rata faculty members shall have at least three office hours a week. It is suggested that part-time faculty shall have at least one office hour a week. Faculty shall post the times they are available on the office door or on the department bulletin board (see Faculty Employment Policies, p. 56, 4.10.5 Office Hours, <http://www.fontbonne.edu/downloads/FBUVolumeIVJune 2009.pdf>)

ENROLLMENT PROJECTIONS

Student FTE majoring in program by the end of five years.

- An estimated 10 full-time students will be enrolled in the Managerial Analytics program after 3 years and 15 after five years.

Percent of full-time and part-time enrollment by the end of five years.

- 100% will be part-time by the end of five years.

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STUDENT ENROLLMENT PROJECTIONS

Fontbonne University: *BS-Managerial Analytics*

Year	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Full-Time	0	0	0	0	0
Part-Time	5	8	10	12	15
Total	5	8	10	12	15

STUDENT AND PROGRAM OUTCOMES

Number of graduates per annum at three and five years after implementation.

- An estimated 10 graduates at the end of 3 years and 15 after five years.

Special skills specific to the program.

- Understand how ethical and legal principles apply to the quantitative aspects of business.
- Demonstrate an awareness of the international business environment and its application to domestic accounting, finance, and information technology principles.
- Utilize effective means to create both written and oral communications to employees within an organization that will provide them with the ability to comprehend quantitative data and its use in decision-making.
- Apply quantitative factors in the analysis of decisions made in leadership roles.
- Understand the changing role of technology in business and its use in producing and analyzing quantitative data.

Proportion of students who will achieve licensing, certification, or registration.

- Not applicable

Performance on national and/or local assessment, e.g. percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exist assessments in a particular discipline as well as the name of any nationally recognized assessments used.

- The Major Field Test will be administered to managerial analytics students in their capstone course to assess students' strengths and weaknesses of various business concepts. We expect 50% of students to achieve the 50th national percentile.
- Students will complete a legal case studies project in their Social and Legal Environment course to assess students' mastery of ethical and legal business principles.
- Students will complete an international business project in the International Business course to demonstrate their understanding of conducting of the international business environment and its application to the domestic business environment.

Placement rates in related fields, in other fields, unemployed.

- Not applicable

Transfer rates, continuous study.

- The Missouri Department of Higher Education (MDHE) has established guidelines for transfer procedures. Fontbonne University's 42-credit hour semester block of general education meets the statewide general education policy. As a signatory, a student who completes this 42-hour block at a Missouri community college will also satisfy Fontbonne University's requirement. An official transcript is required from the sending institution and must reflect that the Missouri General Education Requirements have been met. Transcripts will be evaluated on a course-by-course basis for students who transfer without this block.

PROGRAM ACCREDITATION

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

- We currently have accreditation through The Accreditation Council for Business Schools & Programs (ACBSP). A report will be filed with ACBSP in Fall 2012 requesting the new BS degree in Managerial Analytics be added as one of our accredited degrees as well. We expect the additional ACBSP accreditation to be awarded once all their requirements have been met.

ALUMNI AND EMPLOYER SURVEY

Expected satisfaction rates for alumni, including timing and method of surveys.

- No survey is currently planned.

Expected satisfaction rates for employers, including timing and method of surveys.

- No survey is currently planned.

PROGRAM STRUCTURE

Fontbonne University: *Program Name*
Date

A. Total Credits Required for Graduation:	128 Credit Hours
B. Residency Requirements, if any:	None
C. General Education-Total Credits:	42 Credit Hours
D. Major requirements-Total Credits:	33 Credit Hours

<u>Course</u>	<u>Cr Hrs</u>
BUS 203 Principles of Micro Economics	3
BUS 205 Financial Accounting	3
BUS207 Managerial Accounting	3
BUS230 Management Principles	3
BUS 325 International Business	3
BUS 343 Managerial Finance	3
BUS 352 Investments	3
BUS 402 Management Information Systems	3
BUS 403 Managing Business Operations	3

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<u>Course</u>	<u>Cr Hrs</u>
BUS 404 The Social and Legal Environment for Managers	3
BUS 409 Strategic Managerial Analysis	3

E. Free Elective Credits (Sum of C, D, and E should equal A): 53 Credit Hours
F. Requirements for thesis, internship, or other capstone experience: N/A
G. Any unique features such as interdepartmental cooperation: N/A

Will enrollment be capped in the future? No.

MARKET DEMAND

National, State, Regional, or Local Assessment of labor need for citizens with these skills.

- This program will prepare students for a broad range of management opportunities in the marketplace as organizations are demanding more from their employees. The U.S. Department of Labor reports that the “job prospects are expected to be better for those who can manage a wide variety of responsibilities than for those who specialize in particular functions”. The Department continues by reporting that the overall employment in the field of management, which includes a variety of administrative service positions, will grow in a range of 12% to 20 % by 2018 (Occupational Outlook Handbook, 2010-2011 Edition).

SOCIETAL NEED

General needs which are not directly related to employment

- This degree-completion program in Managerial Analytics will meet the needs of individuals who have at least 90 credit hours of undergraduate coursework, but no bachelor’s degree. This program would focus on developing quantitative analysis skills needed for management roles and provide a path to a graduate business degree.

METHODOLOGY USED TO DETERMINE “B” AND “C” ABOVE:

- The Occupational Outlook Handbook (2020-11 Edition), published by The Bureau of Labor Statistics

DUPLICATION AND COLLABORATION:

Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

- Other universities in Missouri offer similar degree completion. Fontbonne University is adding this degree to strengthen and support existing programs, as well as to meet the needs of the St. Louis community.

FINANCIAL PROJECTIONS (For Public Institutions Only):

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Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.

- Not Applicable

ACCREDITATION:

If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

- The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) for our Bachelor of Science in Business Administration, Bachelor of Business Administration, Bachelor of Science in Sports Management, Bachelor of Arts in Organizational Studies, Master of Business Administration, Master of Management and the Master of Science in Taxation.
- The college will be seeking accreditation for the Bachelor of Science degree in Managerial Analytics from the ACBSP. The program is eligible for accreditation with the ACBSP after the first graduate completes the degree.

INSTITUTIONAL CHARACTERISTICS:

Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

- The proposed addition of a managerial analytics program links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies.
- The development of a specific major in marketing is directly in line with tactics II.2. and II.4.a of Fontbonne's Long Range Plan and tactic II.3.i of the College's Long Range Plan. An explicitly defined major, as opposed to a concentration, is in-demand among prospective students, especially traditional aged students. A degree in marketing has the potential to produce new revenue for the University without siphoning students from other programs. Students who would not normally apply to Fontbonne would do so with the addition of this degree. These characteristics are in line with ECGBPS goal II.4.
- Fontbonne's vision statement says the University will offer educational opportunities that "reflect high standards, interdisciplinary thought and integrated understanding." Furthermore, the College's mission statement mandates that we deliver business programs that are "responsive to current and future business needs" and that prepare students for successful careers. The proposed major in marketing supports these provisions.

Fontbonne University Tactic II.2.f:

II. We will make academic excellence our priority;

2. Increase the visibility and academic reputation of Fontbonne University, particularly among prospective students, among institutions of higher education and in the St. Louis community and beyond;

f. Distinguish and increase visibility of the graduate programs

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Fontbonne University Tactic II. 4. a:

II. We will make academic excellence our priority;

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth;

a. Develop new, innovative and modified programs in traditional, non-traditional, hybrid, and online venues

ECGBPS Tactic II.3.i:

II. We will make academic excellence our priority;

3. Collaborate with area business and organizations to create experiential learning opportunities and strengthen community relations

i. Distinguish and increase visibility of the graduate programs

ECGBPS Goal II. 4:

II. We will make academic excellence our priority.

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth

8. Any Other Relevant Information: